A System and Method to give a true indication of Respondent
Satisfaction to an electronic Questionnaire Survey
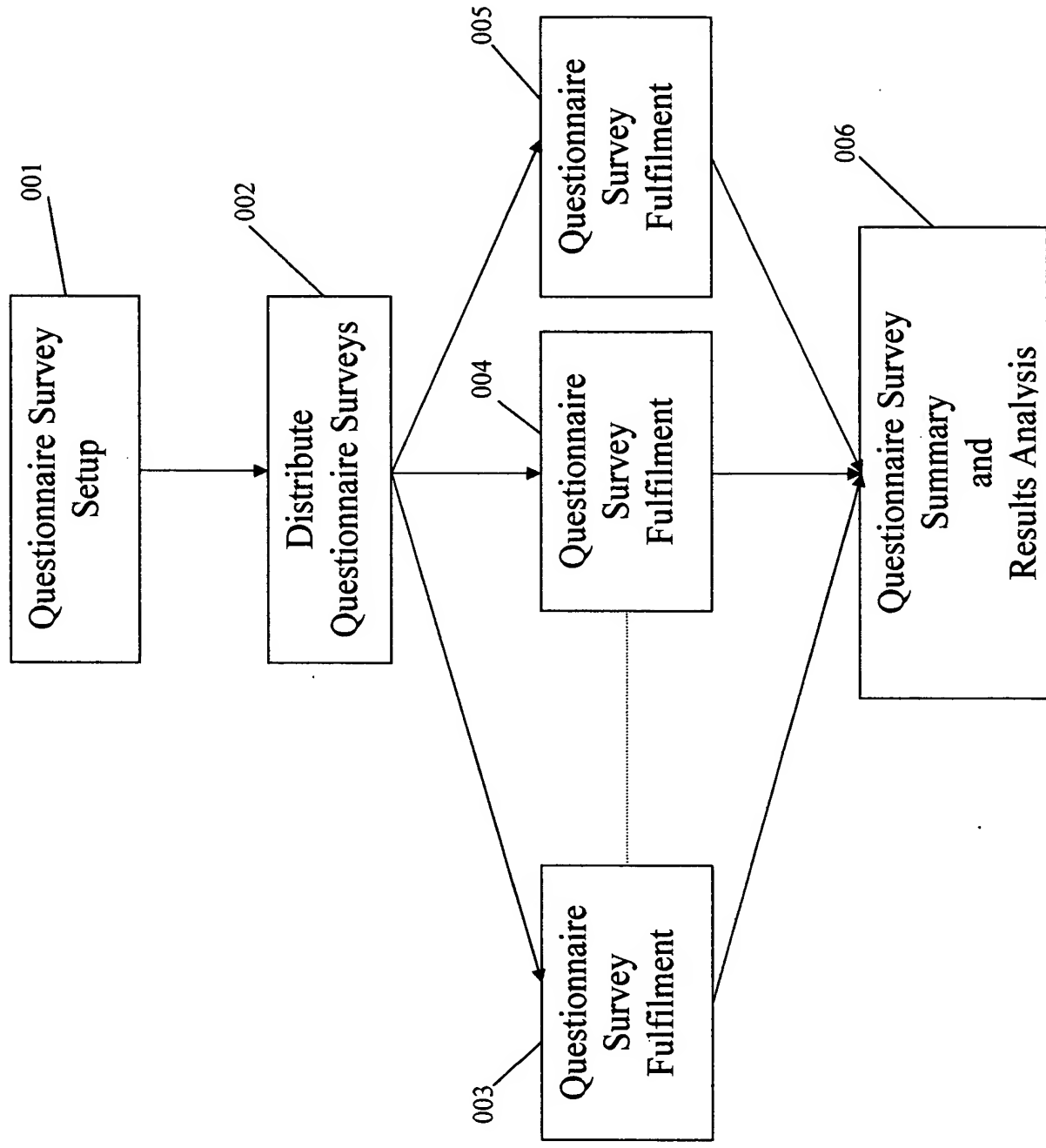

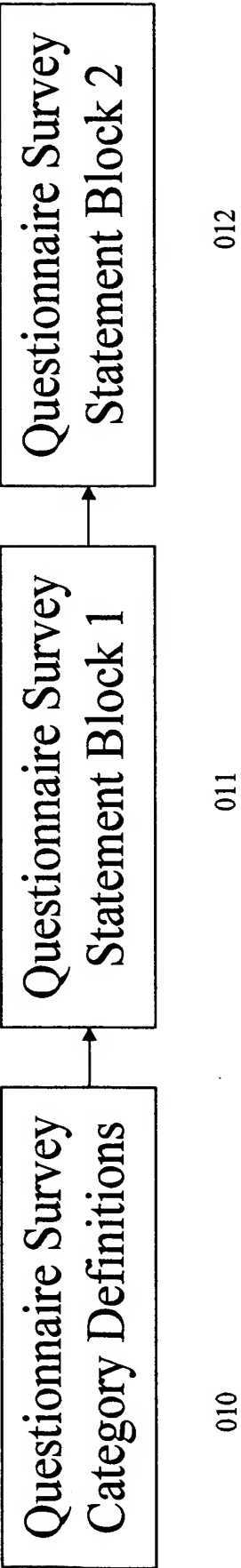| Questionnaire Survey Setup | 001 |
Distribute Questionnaire Surveys	002
Questionnaire Survey Fulfilment	005
Questionnaire Survey Fulfilment	004
Questionnaire Survey Fulfilment	003
Questionnaire Survey Summary and Results Analysis	006

Figure 1

A System and Method to give a true indication of Respondent
Satisfaction to an electronic Questionnaire Survey

| Questionnaire Survey Category Definitions | → | Questionnaire Survey Statement Block 1 | → | Questionnaire Survey Statement Block 2 |

010

011

012

Figure 2

A System and Method to give a true indication of Respondent
Satisfaction to an electronic Questionnaire Survey

103
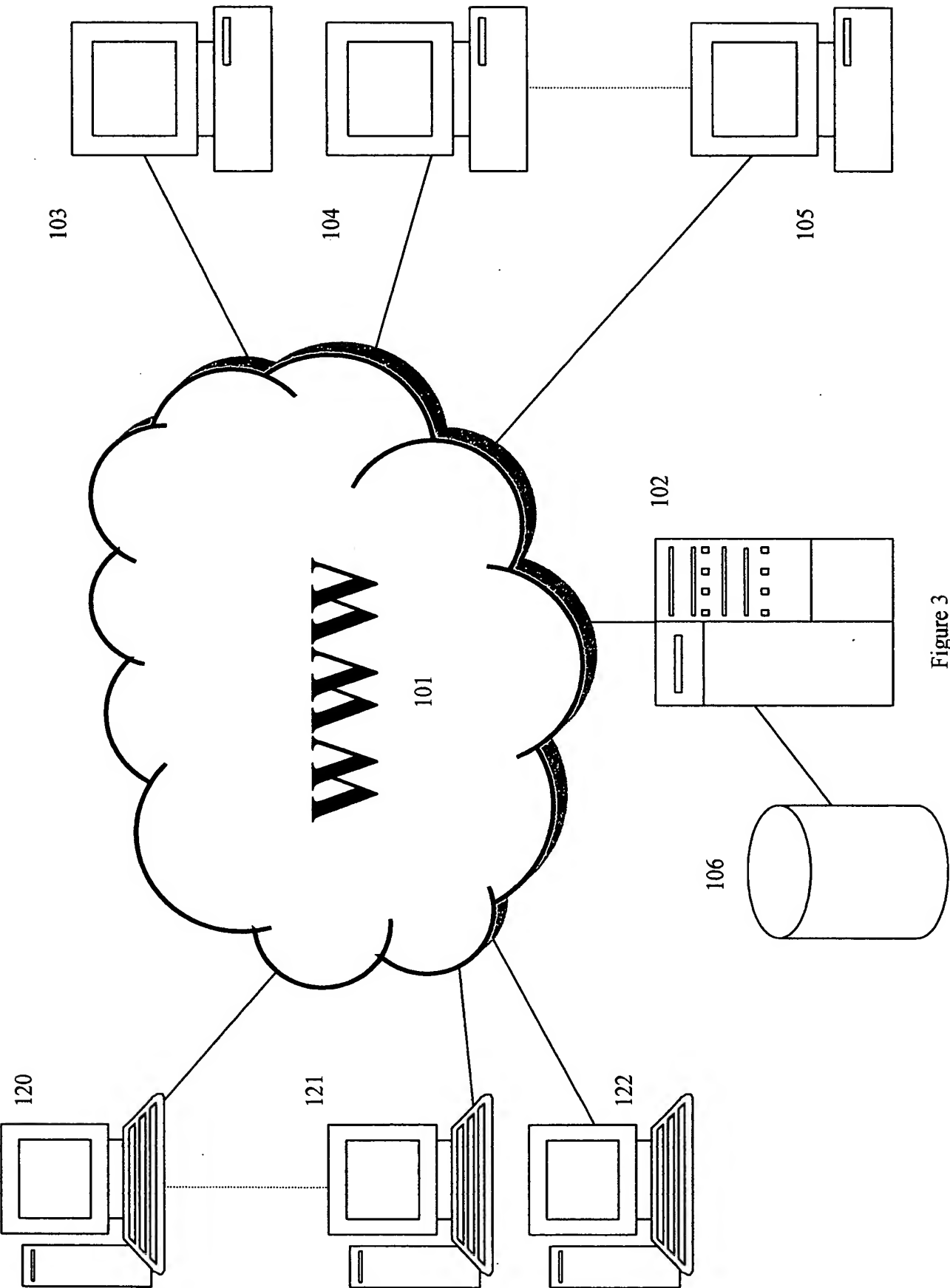
104

105

101

WWW

102

106

120

121

122

Figure 3

A System and Method to give a true indication of Respondent
Satisfaction to an electronic Questionnaire Survey

Table 1

	107	108	109	110	111
	Short Form	Customer Name	Folder	Industry	Master Key

Table 2

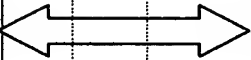|	107	112	113
	Short Form	Identity Number	Used

Figure 4

A System and Method to give a true indication of Respondent
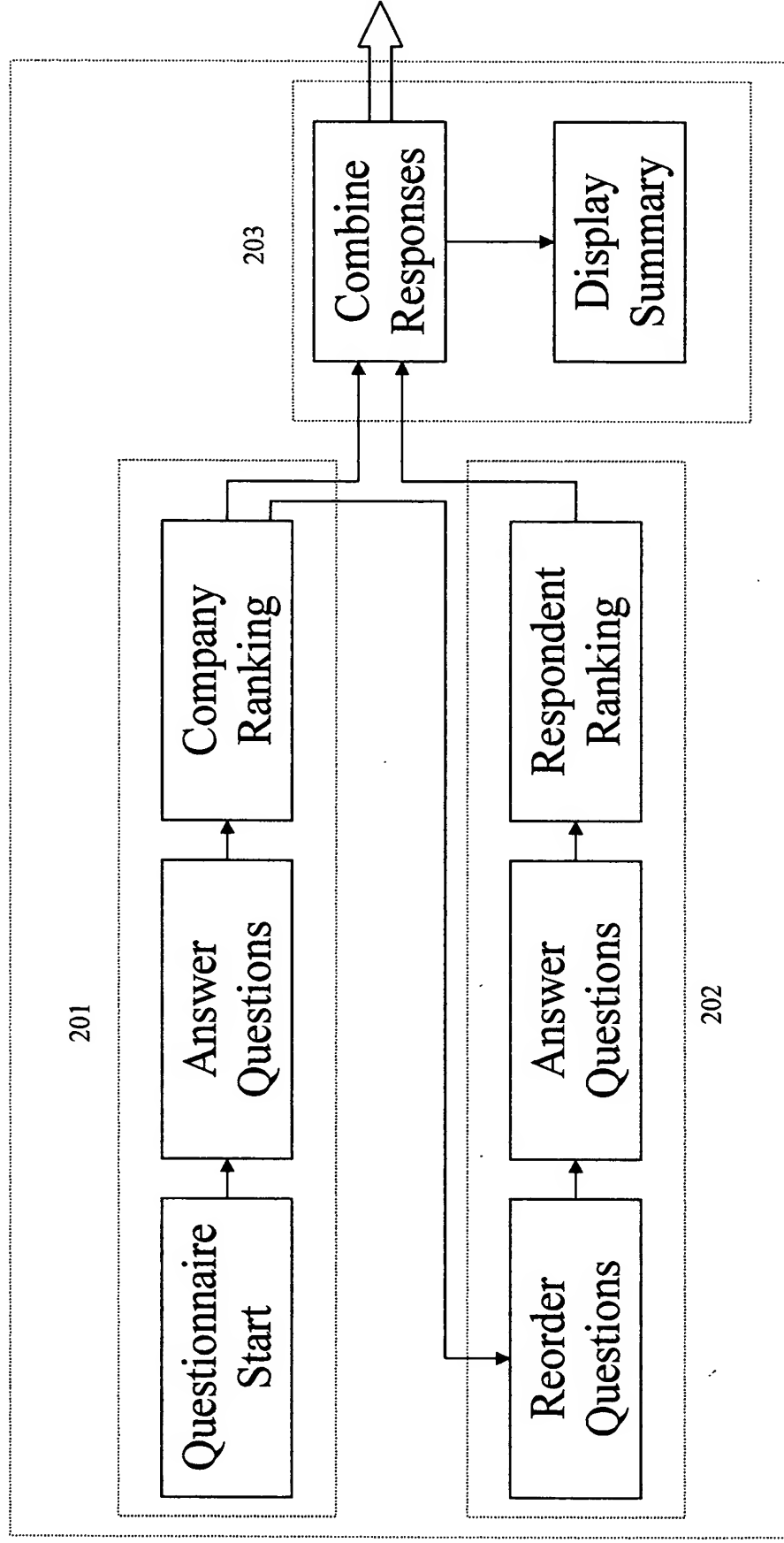Satisfaction to an electronic Questionnaire Survey

003

201

| Questionnaire Start | → | Answer Questions | → | Company Ranking |

202

| Reorder Questions | → | Answer Questions | → | Respondent Ranking |

203

Combine Responses

Display Summary

Figure 5

A System and Method to give a true indication of Respondent
Satisfaction to an electronic Questionnaire Survey

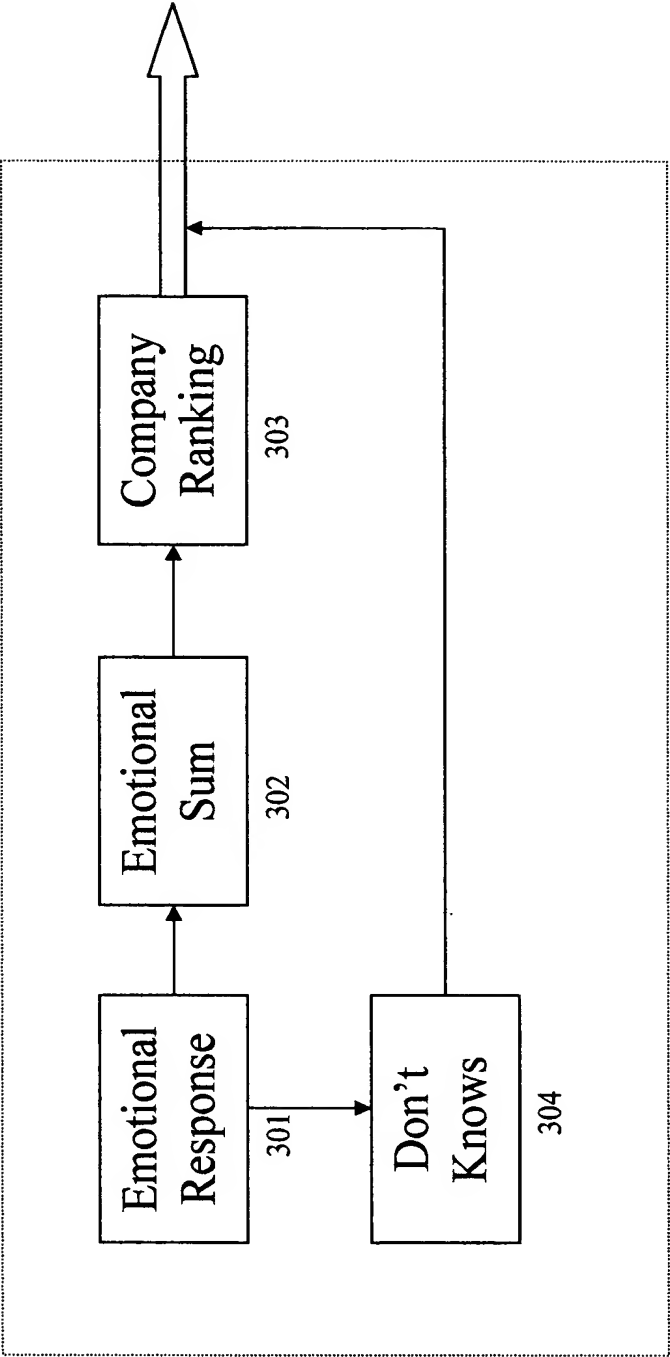Emotional Response   Emotional Sum   Company Ranking

301   302   303

Don't Knows

304

Figure 6

A System and Method to give a true indication of Respondent
Satisfaction to an electronic Questionnaire Survey

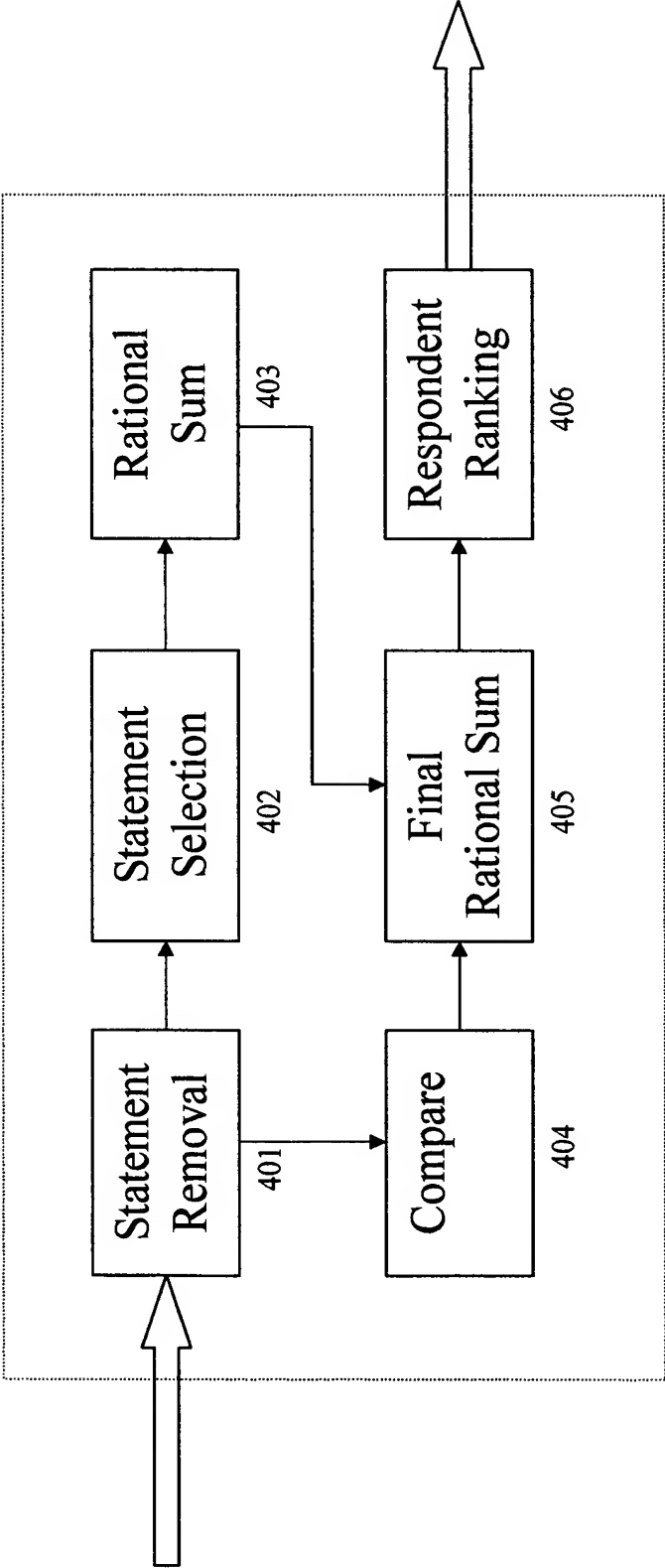|		
Statement Removal	Statement Selection	Rational Sum
401	402	403

Compare	Final Rational Sum	Respondent Ranking
404	405	406

Figure 7

A System and Method to give a true indication of Respondent
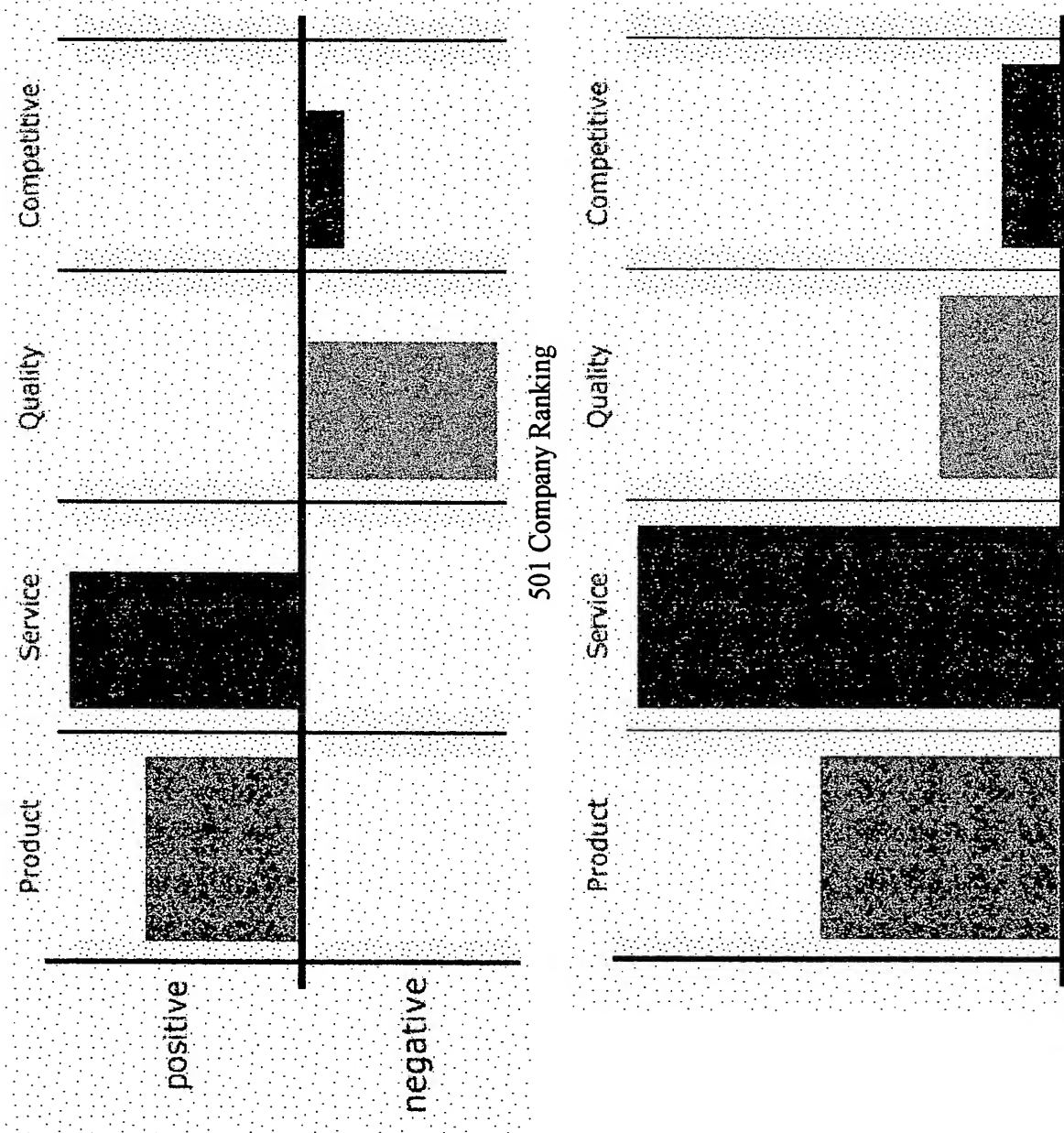Satisfaction to an electronic Questionnaire Survey

501 Company Ranking

502 Respondent Ranking

Figure 8

A System and Method to give a true indication of Respondent
Satisfaction to an electronic Questionnaire Survey
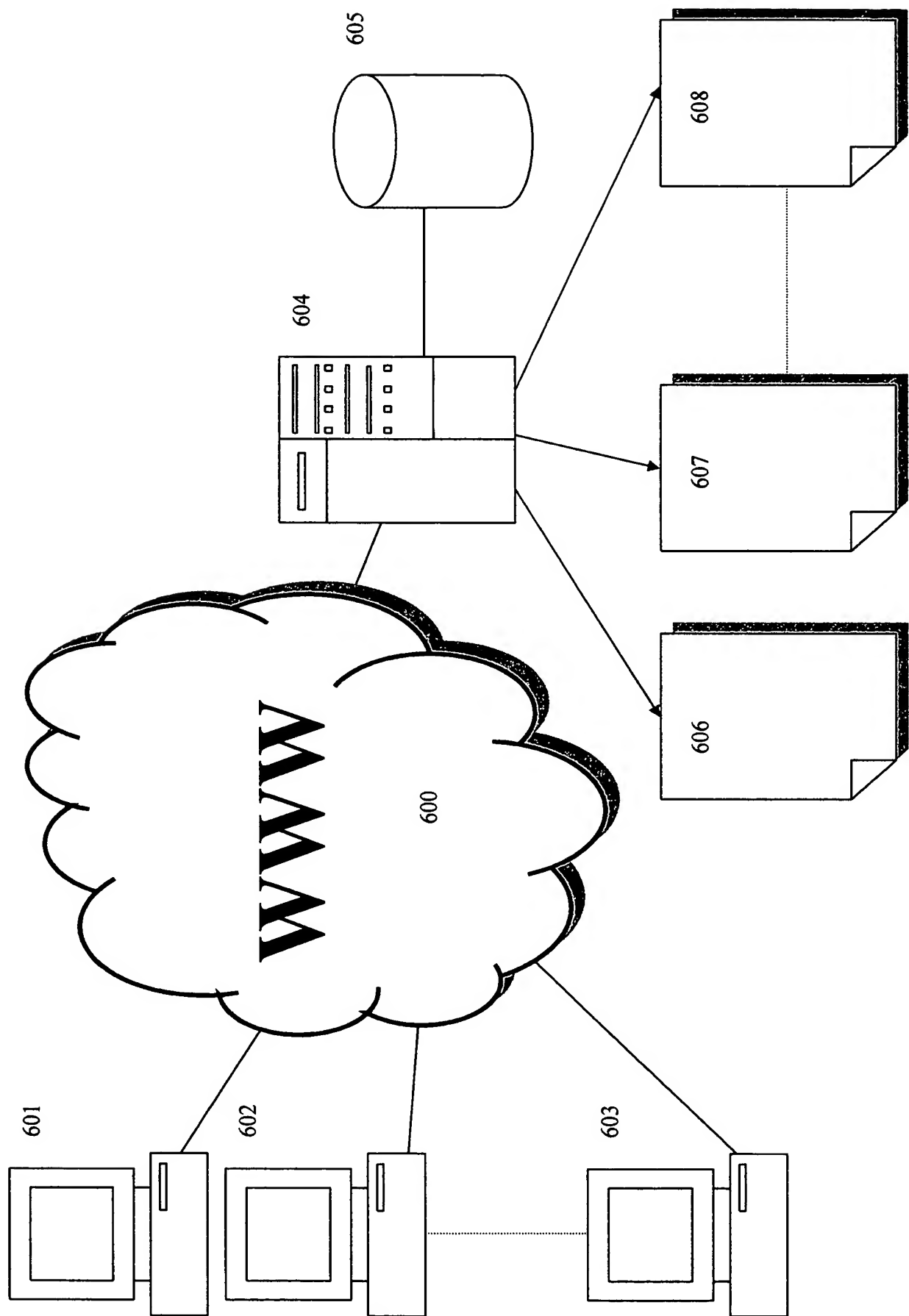
605

604

600

WWW

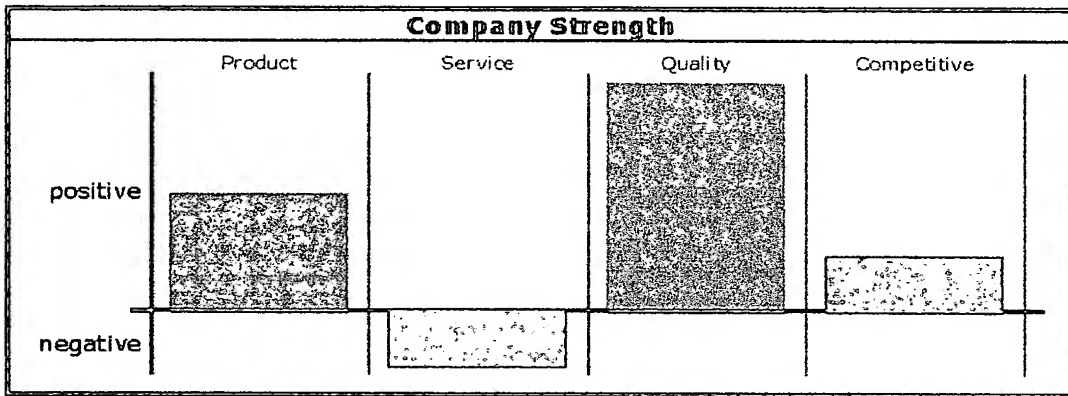601

602

603

606

607

608

Figure 9

A System and Method to give a true indication of Respondent
Satisfaction to an electronic Questionnaire Survey

1. Executive Summary

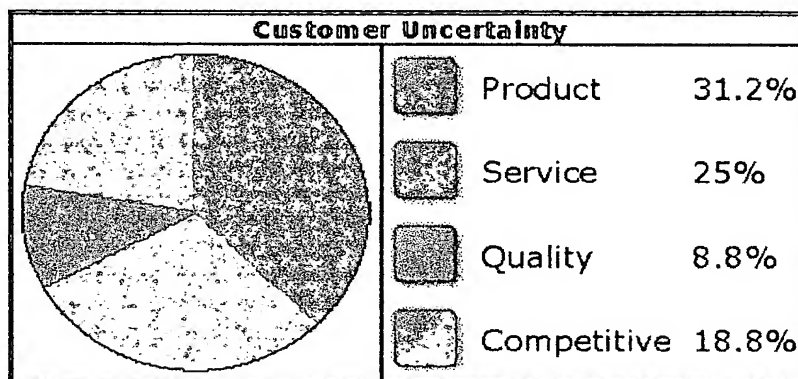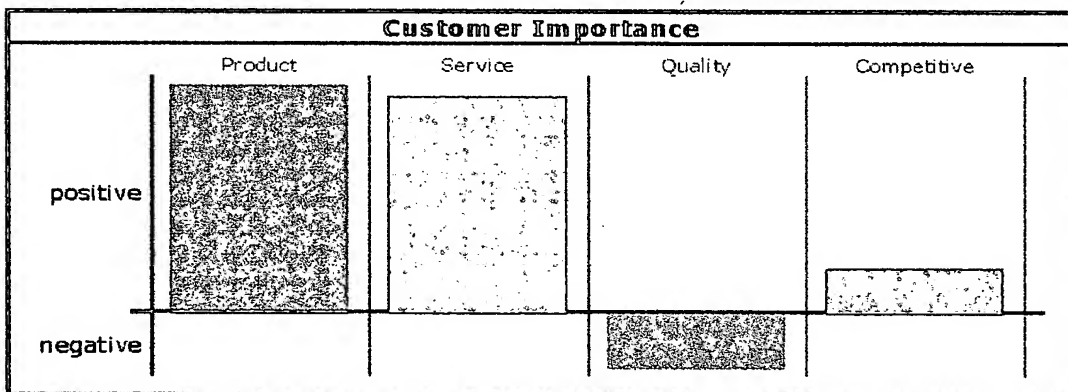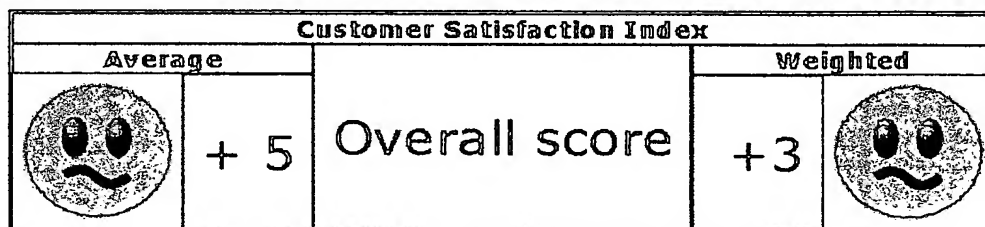| Supplier: | A.N. Other |
| No. of Inputs: | 20 |

Report Date: | 26th November 2003

Company Strength

Product   Service   Quality   Competitive

positive

negative

701

Customer Uncertainty

	Product	31.2%
	Service	25%
	Quality	8.8%
	Competitive	18.8%

702

Customer Importance

Product   Service   Quality   Competitive

positive

negative

703

704

Customer Satisfaction Index

| Average | Overall score | Weighted |
| + 5 | | +3 |

705

Figure 10

2. Product Positioning

Supplier:	A.N. Other		Report Date:	26th November 2003

Graph 4: Input summary for Product Positioning.
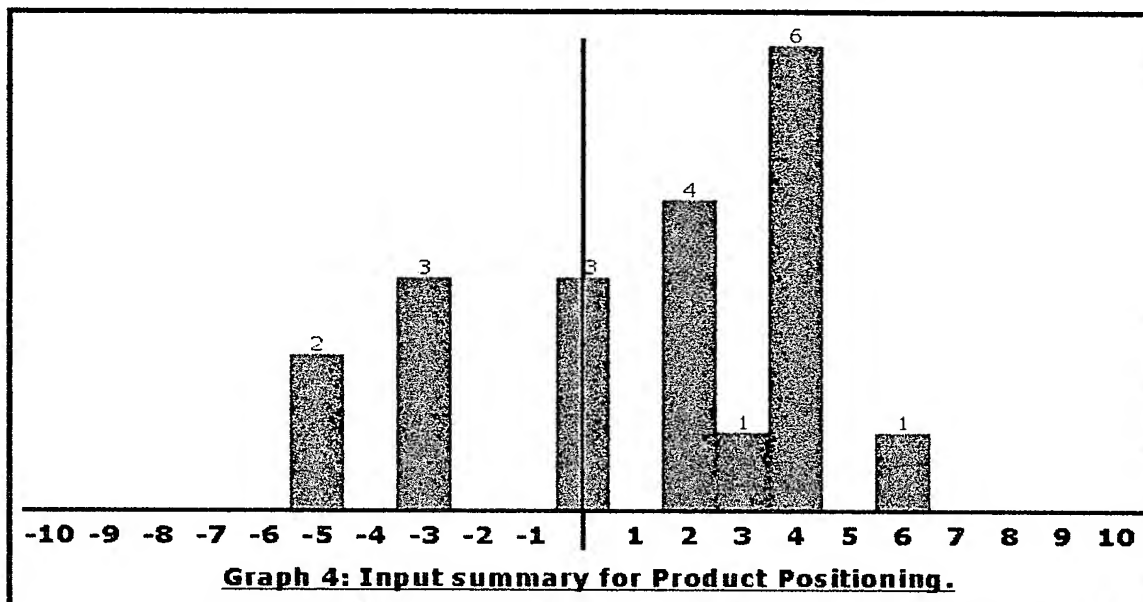
801

2.1 Statistical Analysis:

Mean:		Standard Deviation:		Skew:	
$\frac{\sum x}{n}$	1.1	$\sqrt{\frac{\sum\left(x-\bar{x}\right)^2}{n-1}}$	3.3	$\frac{\left(x_{mid}-\bar{x}\right)}{\left(x_{max}-x_{min}\right)}$	8.2%

802

- With a mean of 1.1, Product Positioning is a discipline suitably covered by the company, and a standard deviation of 3.3 means that this assessment may be taken as a moderate indicator of the inputs to the survey.
- A skew of 8.2% implies that these results are forecasted to automatically turn more positive, as the inputs were positively weighted about the mean.

2.2 Company Implementation:

Communication Factor:	Company Strength:	Customer Importance:
68.8%	29.3%	46.7%

803

- With a 68.8% communication factor, customers do not know the company's position towards the area of Product Positioning.
- With a company strength factor of 29.3% and a customer importance factor of 46.7% the company has correctly positioned this discipline, but its importance may still not be fully appreciated by the company as required by the customer base.

Figure 11